Please amend the claims as follows:

    1.    (currently amended) An ~~learning/growing~~<u>adaptive</u> toy <u>system</u> ~~using living goods~~ comprising:

    a ~~learning/growing toy which expresses desires~~ <u>body configured to convey a</u> ~~desire~~ <u>information</u> for <u>at least one of</u> eating, learning, and playing~~; at a certain time point~~, and ~~after that is learned/grown intellectually and~~ physically <u>growing in response to</u> ~~by being inputted~~<u>receiving</u> products ~~and goods~~<u>information that satisfy the desire information</u> ~~corresponding to satisfaction of the desires~~;

    wherein a ~~personal computer~~<u>processing unit</u> <u>is connected to the body</u> for downloading the ~~goods~~ <u>product</u> information ~~for satisfying the desires of the toy~~<u>from a web server and</u> ~~inputting~~<u>providing</u> the information ~~into~~<u>to</u> the ~~learning/growing~~<u>adaptive</u> toy~~.;~~ <u>and</u>

    wherein a<u>the</u> web server ~~recognizing~~ <u>receives</u> ~~the~~<u>said</u> desire <u>information</u> ~~generations of the toy~~ and ~~memorizing~~<u>stores</u> advertising banners for goods of various companies<u>, and</u>

    <u>wherein the adaptive toy comprises a communication means for outputting the desire information directly to the web server</u> ~~and detailed information thereof~~.

    2.    (currently amended) The system of claim 1, wherein the web server comprises:

    a banner database ~~table memorizing~~<u>storing</u> advertising banners for various goods ~~for recognizing the~~<u>in response to said</u> desire <u>information</u> ~~generation of the learning/growing toy~~; and

    a goods information database ~~table memorizing~~<u>for storing</u> goods information~~, such as~~ <u>comprising at least one of barcodes and</u> detailed information <u>about one or more goods</u> ~~or barcodes~~for the advertising banners, reactions of the <u>adaptive</u> toy when recognizing the goods, style of action, reasons for the desires, and ~~degrees of~~ <u>the respective</u> effects ~~onto~~ the ~~learning/growing~~<u>adaptive</u> ~~of the~~toy.

    3.    (cancel)

4.    (currently amended)   The system of claim 2, wherein the banner database ~~table~~ and the goods information database ~~table~~ are updated by a toy user or by a web server manager continuously.

5.    (currently amended)   The system of claim 1, wherein the ~~learning/growing toy~~ body comprises:

a desire generating unit for outputting signals in accordance with the desires for eating, learning, and playing of the ~~learning/growing~~adaptive toy;

a performance unit being inputted the signals, and expressing the desires directly to the user or the web server;

a goods information recognizing unit for recognizing goods information, ~~such as~~ comprising at least one of names of the goods, barcodes, and goods classifications provided by the web server or by the user using ~~devices such as~~at least one of a barcode scanner, a CCD camera, a microphone, and a keyboard;

a goods interpreting processing unit for judging the goods provided to the ~~learning/growing~~adaptive toy by analyzing/processing the goods information of video or voice ~~form~~recognized ~~through~~ by the goods information recognizing unit;

a control changing unit for recognizing the various goods provided by the web server, and changing controlling patterns so that controlling operations ~~of learning/growing~~ can be performed according to the goods chosen by the user; and

a controlling unit ~~totally~~ for controlling the ~~learning/growing~~adaptive toy.

6.    (currently amended) The system of claim 5, wherein the performance unit includes desire outputting devices of the ~~learning/growing~~adaptive toy ~~such as~~comprising at least one of a motor, a speaker, an LCD, and an LED.

7.    (currently amended) The system of claim 1, wherein the ~~learning/growing~~adaptive toy is transmitted the goods information from the web server using a communication device as needed without installing a goods information storing medium therein.

8.    (currently amended) The system of claim 1, wherein the ~~learning/growing~~adaptive toy is set to imitate a certain motion, voice, or music outputted from the advertising banner.

9.    (cancel)

10.    (currently amended)   The system of claim [[9]] --1--, wherein the communication means comprises at least~~is~~ one of a serial port, a parallel port, a USB port, and a wireless internet port.

11.    (currently amended)   The system of claim 1, wherein the ~~learning/growing~~adaptive toy ~~includes~~comprises at least one of a barcode scanner and a CCD camera for ~~being inputted~~receiving the names or barcodes of ~~real~~ goods directly by the user ~~without being inputted the goods for banner~~from the web server.

12.    (currently amended)   The system of claim 1, wherein the web server comprises:
    a user database ~~table~~for storing information ~~such as~~comprising at least one of a name of the user, a password, a credit card number, an address, a taste and a preferences of the user, and purchasing records; and
    a manual database ~~table~~for storing information ~~such as~~comprising at least one of general information about website, orders for the web server, ~~introducing~~information about the ~~learning/growing~~adaptive toy, ~~the learning/growing~~adaptive ~~toy itself~~, and information about interactions between the ~~learning/growing~~adaptive toy and the user~~in the website~~.

13.    (currently amended)   The system of claim 1, wherein the web server comprises:
    a banner database ~~table~~for storing various items for satisfying ~~the~~desires of the toy ~~such as~~comprising at least one of ~~the~~desires for eating, learning, and playing, and advertising banners for the products of various companies according to the items; and
    a goods information database ~~table~~for storing detailed information included in the advertising banners stored in the banner database ~~table, that is,~~ the detailed information

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comprising at least one of barcodes of respective goods, reactions and style of action of the toy after recognizing the goods, reasons for generation of desires, and the validity ~~terms~~ of the goods.

14. (cancel)

15. (currently amended) An ~~learning/growing~~adaptive method ~~of~~for interacting with a toy ~~using living goods~~comprising ~~the steps of~~:

~~expressing~~outputting desires information from a toy;

directly inputting the outputted desires information into ~~the~~a web server from the toy;

downloading ~~advertising banner~~goods information from an advertising banner for satisfying the desires information~~in the user computer~~;

~~asking~~determining whether ~~the~~a user selected the advertising banner ~~goods or not~~;

~~choosing the advertising banner by the user, in case that the user wants to choose one~~in response to user selecting the advertising banner, downloading information about a good into the toy;

~~waiting till the user chooses the advertising banner goods, in case that the user does not want to choose the advertising banner goods;~~

~~recognizing results of banner choice of the user, and inputting the goods corresponding to the results into the toy; and~~

~~teaching/growing the learning/growing~~adaptive ~~toy by being inputted the goods~~adjusting the toy to learn and grow from the downloaded information.

16. (currently amended) The method of claim 15 further comprising ~~a step of~~ imitating motion, voice, or music corresponding to the advertising banner ~~goods by the toy, in case that the learning/growing~~adaptive ~~toy is inputted the advertising banner goods for satisfying the desires.~~

17. (cancel)

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18.     (currently amended)   The method of claim 15, wherein ~~the step of~~ inputting downloading the information about a goods ~~corresponding to the results of choices~~ into the toy ~~further~~ comprises~~a step of~~ inputting name or barcode of ~~real~~ the good s ~~by the user directly into the toy~~ using at least one of ~~the~~ a CCD camera ~~or~~and ~~the~~ a barcode reader ~~without using the user computer~~.

19.     (currently amended)   An ~~learning/growing~~adaptive method ~~of a toy using living goods comprising the steps of~~for a toy to grow and learn, the method comprising:

a first step in which a database storing goods information ~~such as~~comprising at least one of names ~~or~~ and barcodes of the advertising banner goods, reactions and styles of action, reasons for desire generation, ~~degrees of effects to the learning/growing~~ is included in a web server, and the database information is downloaded into the toy ~~in order to teach/grow the toy~~;

a second step in which a desire information is generated by the toy, after that the toy ~~recognizes~~ receives information about ~~the~~ corresponding goods by ~~abstracting~~ extracting goods code from ~~the~~ a name or a barcode of the goods provided by the user, ~~then identifies whether the goods code is in the database inside the web server~~; and

a third step in which the toy ~~eats or gets~~receives the corresponding goods and responds by growing ~~corresponded to the goods~~ if the ~~recognized~~ goods code ~~is~~are recognized as included in the database information downloaded into the toy;

wherein the first step includes a step in which the toy connects to the web server, chooses one or more goods from an information list, and downloads information about the goods.

20.     (original)      The method of claim 19, wherein the database is updated continuously.

21.     (currently amended)   The method of claim 19, wherein the advertising banner goods in the database includes foods ~~such as~~comprising at least one of beverages, snacks, bread, and ice creams for satisfying the desire for eating.

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22.    (currently amended)   The method of claim 19, wherein the advertising banner goods in the database includes banners ~~such as~~comprising at least one of academic institutes, and studying magazines for satisfying the desire for learning.

23.    (currently amended)   The method of claim 19, wherein the advertising banner goods in the database includes advertising banners ~~such as~~comprising at least one of parks, ball games, broadcasting programs, and toys for satisfying the desire for playing.

24.    (cancel)

25.    (currently amended)   The method of claim 19, wherein the desires information comprises ~~of the toy includes desires for~~ eating, learning, and for playing.

26.    (currently amended)   The method of claim 19, wherein the first step includes ~~a step of~~ recording ~~needed~~ goods information in a ~~storing~~ storage medium ~~such as a CD, and downloading it in the storing medium of the toy~~through the user computer.

27.    (currently amended)   The method of claim 19, wherein the first step includes ~~a step of~~ recording ~~needed~~ goods information in a ~~storing~~ storage medium. ~~of flash memory shape, and after that, storing the goods information in the storing medium of the toy using the flash memory.~~

28.    (currently amended)   The method of claim 19, wherein the desires information is randomly generated by ~~of~~ the toy ~~are generated by the toy itself~~.

29.    (currently amended)   The method of claim 19, wherein the desires information is generated based on information stored in ~~of~~ the toy ~~are generated in forms which are set by~~ the database.

30.     (currently amended)   The method of claim 19, wherein the desires information is outputted by way of ~~the toy are generated as~~ motion, ~~letters~~text, and sound forms.

31-34  (cancel)

35.     (New)  A toy comprising:
a first unit outputting information associated with desires of a living organism;
a microcontroller for processing information inputted to the toy by way of a data interface; and
a storage medium,
wherein the data interface is configured to connect to a data network to download goods or services information offered by one or more advertising entities,
wherein in response to the first unit outputting information about a first desire, first goods or services information that satisfy the first desire is downloaded through the data interface from the data network to the toy and stored in the storage medium,
wherein in response to the information being stored in the storage medium, the first unit discontinues outputting information associated with the first desire,
wherein the goods or services information is downloaded in response to a user selecting an advertisement provided by a resource on the data network.

36.     (New)  The toy of claim 35, wherein the advertisement is a banner ad.

37.     (New)  The toy of claim 35, wherein the data network comprises the internet.

38.     (New)  The toy of claim 35, wherein in response to the information being stored in the storage medium the toy grows in size.

39.     (New)  The toy of claim 35, wherein the first unit outputs information associated with emotions of a living organism.

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40.    (New)  The toy of claim 35, in response to the information being stored in the storage medium, the first unit outputs data related to the stored information.